

# *The Exposition Beautiful*

OVER ONE HUNDRED VIEWS

## THE PANAMA-CALIFORNIA EXPOSITION

*and of*  
**San Diego**  
**The Exposition City**

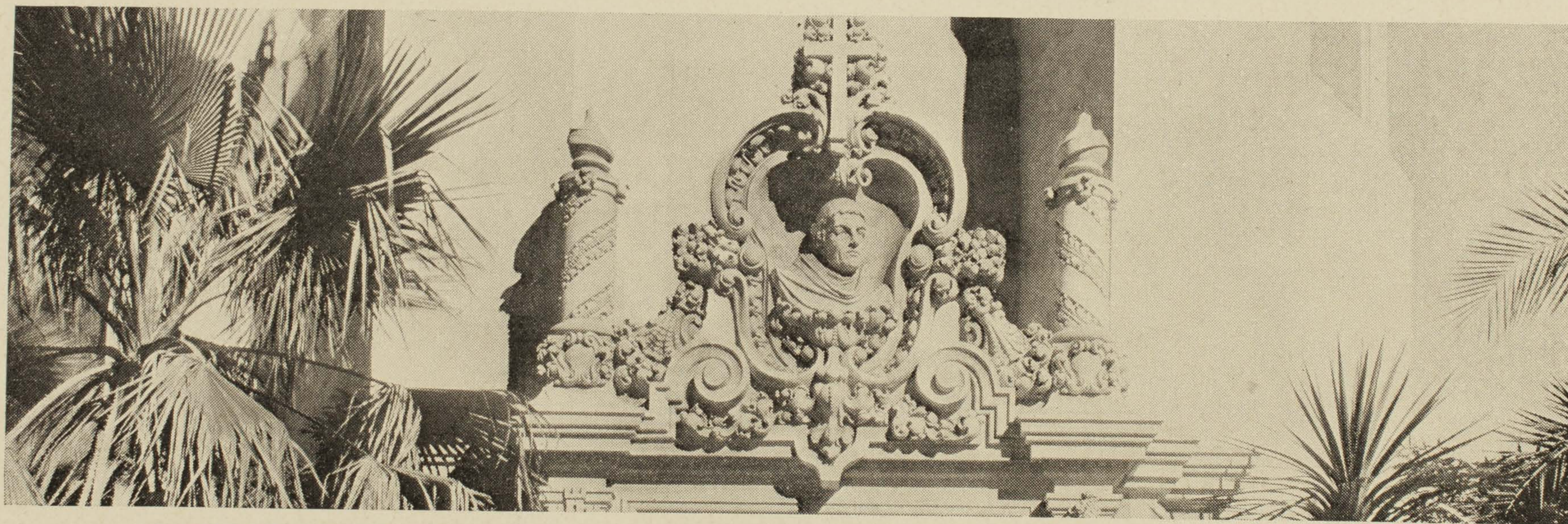
THE PICTORIAL PUBLISHING CO.  
SAN DIEGO, CAL.







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SAN DIEGO, THE EXPOSITION CITY



MEMORIAL TO FRAY JUNIPERO SERRA, UPON VARIED INDUSTRIES BUILDING  
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## WELCOME TO THE EXPOSITION

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"With the opening of the Panama-California Exposition a civic dream has been realized and the people of San Diego City and County are to be congratulated for the unselfish co-operation they have displayed in carrying to completion what at first seemed an impossible task. Without that co-operation the Exposition would have remained a dream instead of the beautifully substantial heritage it will remain for many years to come.

In the face of nation-wide pessimism California has moved forward in the ranks, holding high the banner of progress and prosperity. During two tense years of financial depression this State has erected two magnificent world's fairs, one here in San Diego and another in San Francisco. By these two achievements the great State of California has been welded into one harmonious whole.

Thousands of persons who have never been in the West will visit California during 1915, when the State will reap the reward of its faith and courage. Many of these visitors will remain to become a part of the great constructive work of the West. To these a hospitable welcome will be extended, and here they will find the goal of their ambitions, working with the zest that characterizes the activities of California and the West.

Those who remain for a short time will take back with them to thousands of friends in the East the glad message of the Pacific Slope.

It is not too much to predict that the two Expositions will play a large part in uniting the diverse interests of the United States and bring together in national harmony the people of the extreme East and the extreme West.

To the vast army of pilgrims who will turn their faces to the Golden West in 1915, San Diego extends a warm welcome, and offers in its unique Exposition an attraction that those who see will remember with delight for years to come."

G. A. DAVIDSON,

President Panama-California Exposition.

New Year's Day, 1915.





#### PUENTE CABRILLO

This view shows a portion of the quarter mile Puente Cabrillo, which was erected at a cost of \$250,000. It also shows the park-like banks of the canyon, a part of the City Park.

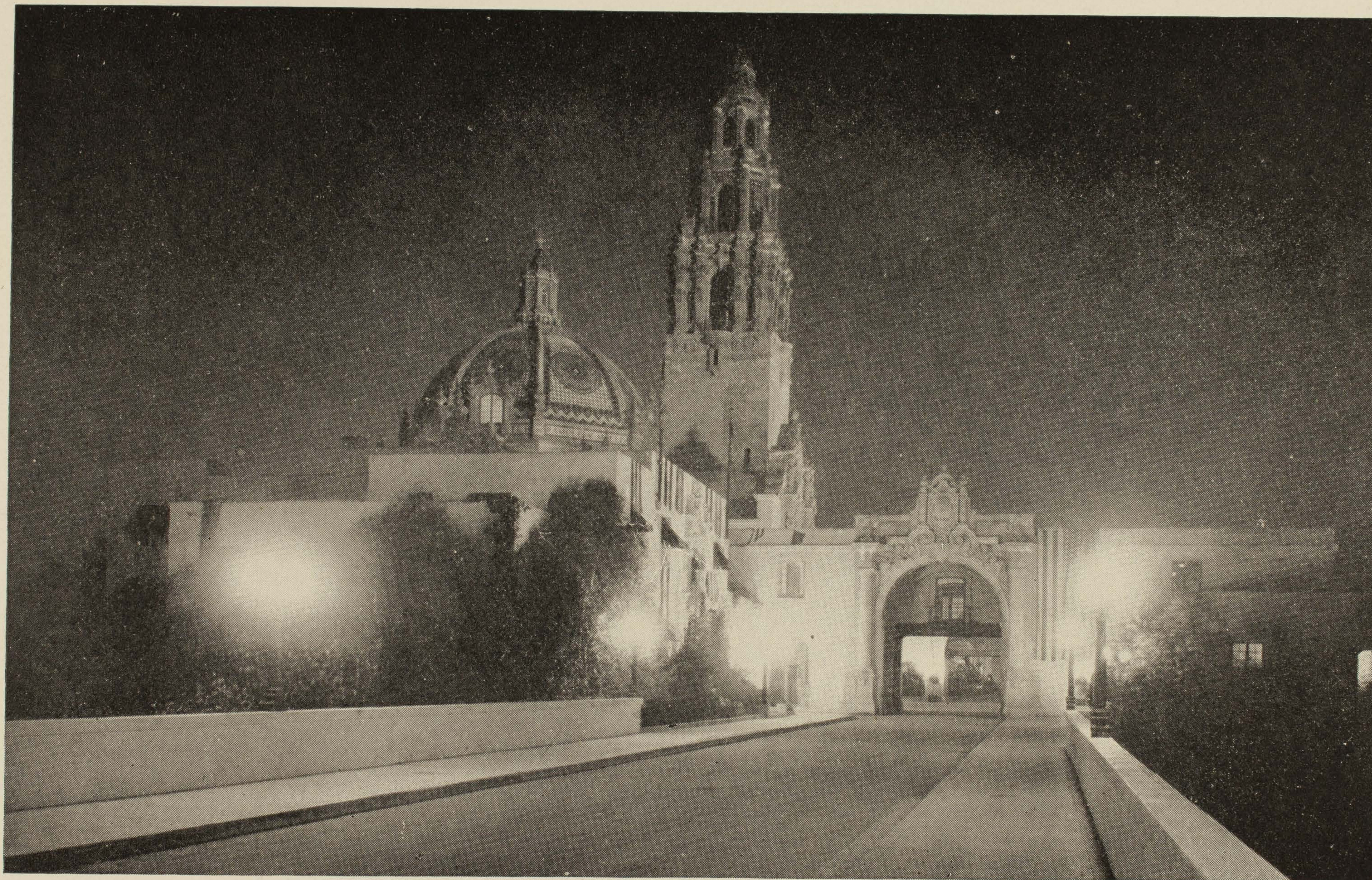




### THE CALIFORNIA BUILDING

The California Building, with its graceful pillared tower, its highly colored tiled dome, and its colonnaded quadrangle, the Plaza de California, is the most beautiful and impressive architectural feature of the Exposition. It is a permanent structure of most enduring character.

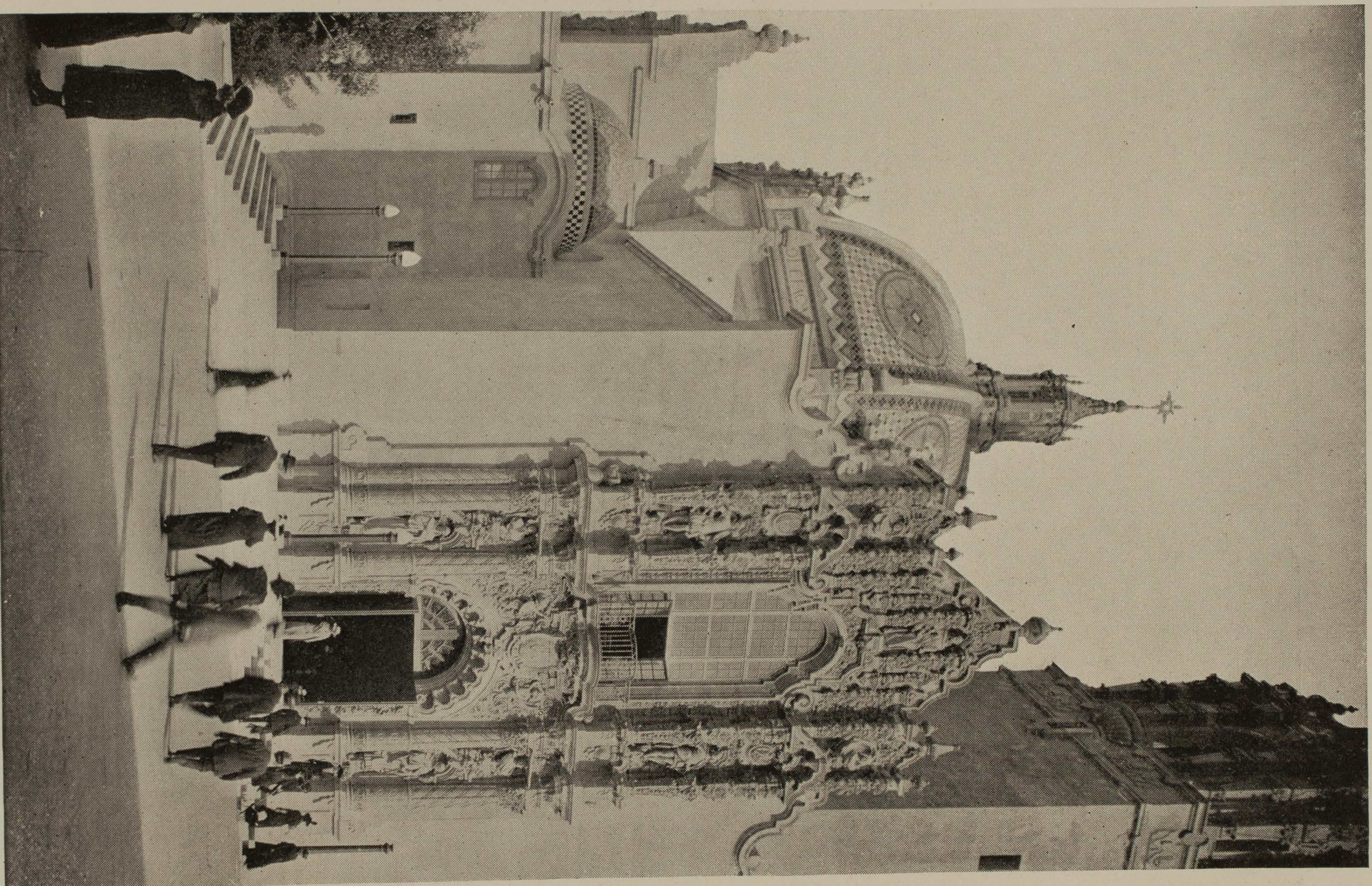




#### THE CALIFORNIA BUILDING AT NIGHT

The California Building, truly a noble work of art, like a picture, reveals new graces when seen under different conditions. The shades of night give new and softened glimpses of lights and shadows.

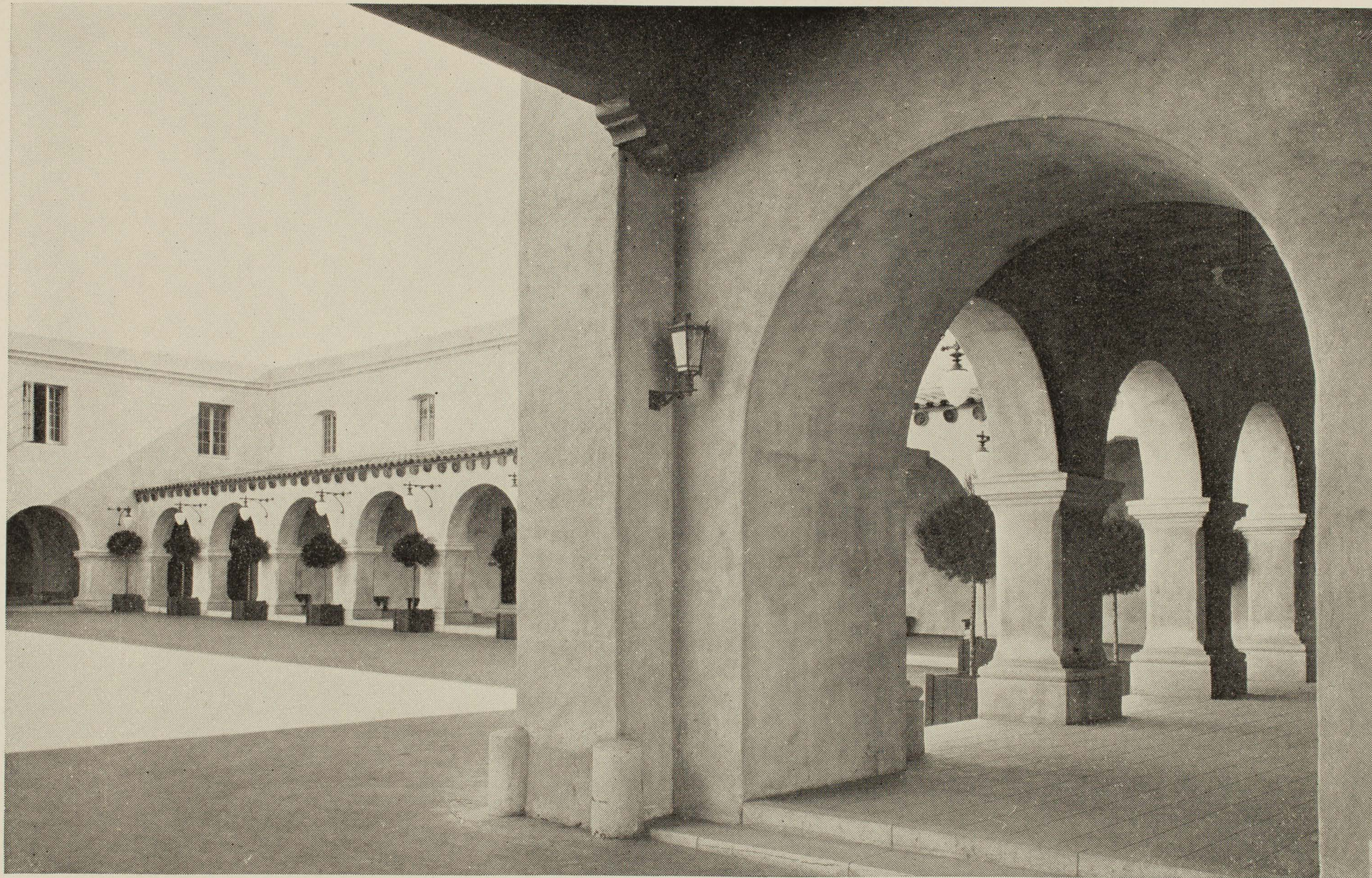




#### ENTRANCE TO THE CALIFORNIA BUILDING

The illustration shows the elaborate and imposing portal to this permanent structure—the California Building. Paintings and statuary representing Central American Countries are interesting exhibits just within.





#### THE FINE ARTS BUILDING

The Fine Arts Galleries occupy a portion of both ground floor and upper halls of the building surrounding the Plaza de California. Absorbingly interesting subjects from Central American countries are shown in both sculpture and painting. These exhibits command attention and deserve careful study.





#### EL PRADO

El Prado is the great main thoroughfare leading from the Plaza de Balboa at the Main, or East Entrance, through the rows of Exhibit Palaces to the Plaza de California. Arched courts are popular passageways upon each side.





**THE CALIFORNIA BUILDING, PUBLIC SERVICE BUILDING AND EL PRADO**

Looking west towards the California Building, this view shows at the left a part of the quadrangle enclosing the Plaza de California. On the right is the Public Service Building with court connecting with the California Building.





**DISTANT VIEW OF THE PUENTE CABRILLO AND THE EXPOSITION**

The canyon, through which runs the automobile boulevard, extends for a mile or more through the park, giving scope for many varying landscape attractions.





### THE SCIENCE OF MAN BUILDING

The exhibits are mainly from the Smithsonian Institute. Among the first things seen, is a horrible but interesting representation, by cast, of prehistoric man. There are interesting series showing existing races of our country: White Americans, Negro Americans and American Indians, at differing ages. Man's variation is shown by type casts of Malays, Zulu Negroes, Mongolians, Indians, Eskimos, Negritos, Maoris, Australians and Bushmen.





**PLAZA DE PANAMA AT ITS INTERSECTION WITH EL PRADO**

This is the most central and spacious of all the plazas upon the Exposition grounds. From it the visitor soon learns to locate all other prominent features of interest. It frequently is the scene of military and other parades.





#### THE PLAZA DE PANAMA AT NIGHT

Brilliant illumination adds greatly to all public gatherings at the Exposition, and the Plaza becomes a great cauldron of enthusiasm when the crowds are stirred by oratory or by the flashing of pyrotechnics.





### THE PIGEONS UPON THE PLAZA DE PANAMA

So fond of feeding the pigeons which flock about the Plaza de Panama are visitors to the Exposition that a "concession" for the sale of pigeon food has been granted an enterprising vender. This has resulted in great pleasure to visitors and an exceedingly tame flock of fat pigeons.





#### THE SACRAMENTO COUNTIES BUILDING

This beautiful structure forms the northern boundary of the Plaza de Panama. The exhibits cover a vast variety, including dried and preserved fruits and vegetables, oranges, lemons, nuts, rice, minerals; ores, precious and base; and farm and forest products. The counties participating are Eldorado, Placer, Plumas, Yuba, Tehama, Shasta, Glenn, Colusa, Solano and Sacramento. The cost of building and exhibits has amounted to \$56,000.





#### THE PLAZA DE PANAMA AND THE ESPLANADE

The Esplanade, which joins the Plaza de Panama, is just in front of the Great Open Air Organ. Exhibit Palaces of the Counties are upon either side of the lawn, beyond which is seen the Sacramento Counties Building.





#### THE GREAT OUT-OF-DOORS ORGAN

One of the most unique, useful and pleasing contributions ever made to the citizens of any community is the magnificent pipe organ, with its architectural setting, given by John D. Spreckels. The grand music peals forth with great and rich volume swelling far out over Exposition Grounds and Park. Its cost while vast is insignificant when compared with the great purpose it is accomplishing. Recitals are given daily.

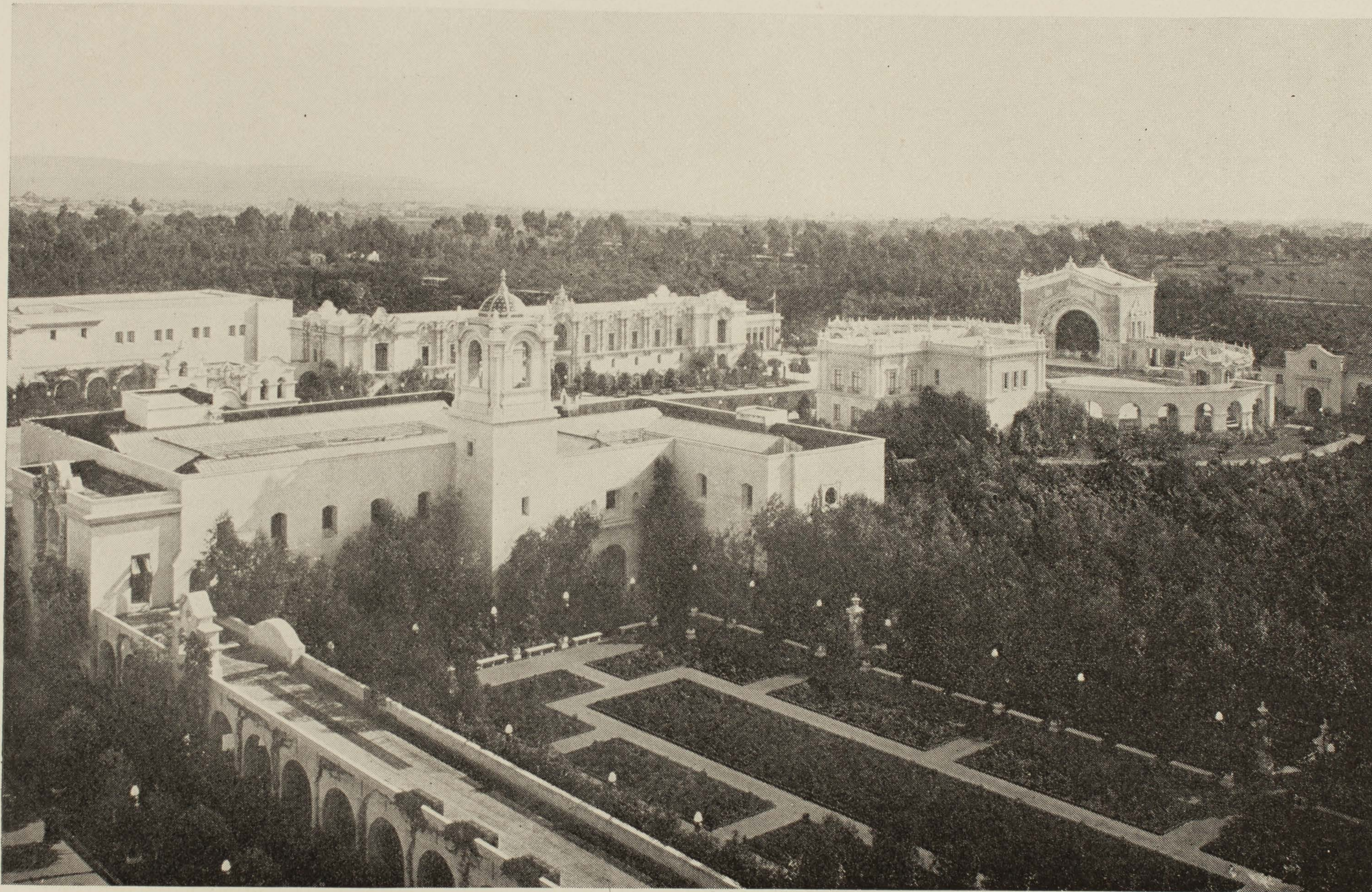




**VIEW FROM TOWER OF THE CALIFORNIA BUILDING**

This view is looking down upon the Plaza de Panama, with the Sacramento Counties Building upon the left, and the War of the Worlds Building beyond it in the distance. The Prado is the intersecting thoroughfare, extending to the distant Main Entrance.





VIEW FROM TOWER OF THE CALIFORNIA BUILDING

Together these two pages show the Plaza de Panama and the Esplanade from the Sacramento Counties Building to the Open Air Organ upon the extreme right, with many Exhibit buildings grouped between. In the foreground is a portion of Les Jardines de Montezuma.





#### THE INDIAN ARTS BUILDING

The exhibits are representative of Indians of the Southwest. Most interesting among these are groups (life-size models) showing the natives in various industrial occupations. The Pueblos, Mohaves, Navahoes and Pawnees are prominently shown. A few "live Indians" are in attendance. The mural paintings upon the walls showing scenery of the Southwest are wonderfully beautiful, interesting and instructive.





#### FOREIGN ARTS BUILDING

This is a beautiful example of the architecture of the Exhibit Palaces. Japan holds the banner position for extent and attractiveness of its display among the exhibits.





#### HOME ECONOMY BUILDING

The Home Economy and Foreign Arts Buildings grace the East side of Plaza de Panama, differing somewhat in detail but most harmonious in effect. Home Economy Building is devoted to exhibits showing improvements in home methods.

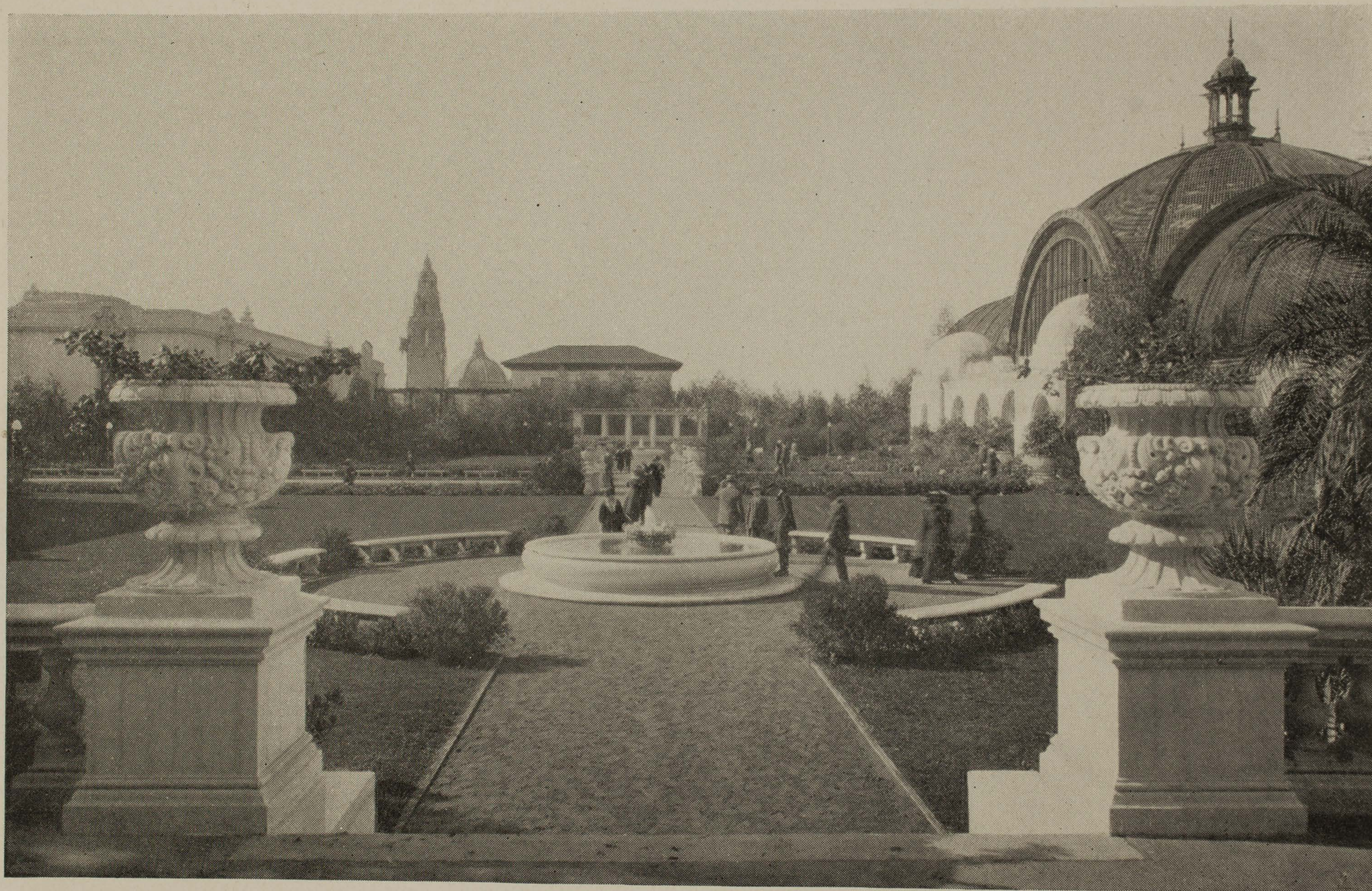




#### THE BOTANICAL PAVILION

The Botanical Building stands a short distance from the Prado, shadowed in the placid waters of the floral lagoon (Laguna de las Flores). It is surmounted by a circular slat roof of effective style. The tropical and semi-tropical plants within are attractive and restful to the eye. The sweet strains of bird songs add to the pleasure of visitors as they enter the pavilion.

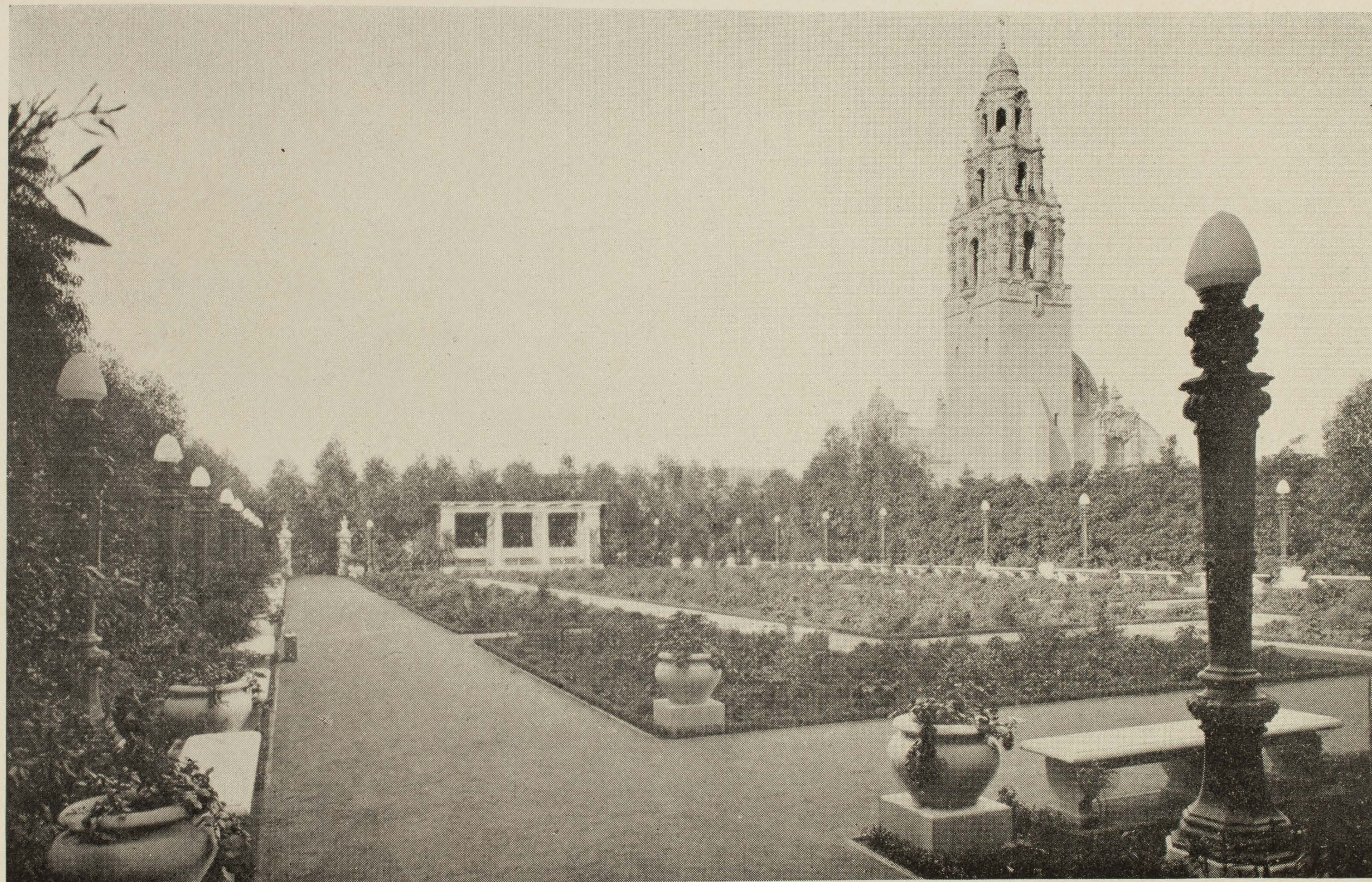




**THE BOTANICAL GARDENS FROM VARIED INDUSTRIES BUILDING**

The Botanical Gardens have many and varied walks, pergolas and sheltered bowers, decked with a great number of flowering shrubs and flowers and lawns. This view is just before the Botanical Pavilion.





**SECTION OF BOTANICAL GARDENS LOOKING TOWARDS THE CALIFORNIA BUILDING**

The beautiful scene above is but one of the many garden scenes to be discovered everywhere in the rear of the Exhibit Palaces throughout the grounds of the Exposition.





#### LAGUNA DE LAS FLORES

The Lake of the Flowers is a favorite place to saunter or for rest after sightseeing trips about the Exposition grounds. The mirrored surface, with groups of lilies and lily pads, and occasional stirring of the water by the goldfish, are gentle allurements along with a little enjoyable quietness.





#### LAGUNA DE LAS FLORES AT NIGHT

With clear blue skies throughout the day, the visitor is charmed with the brilliancy of the foliage and flowers and the chastity of the architectural features of the Exposition. The dark shadows of evening bring out new expressions of beauty and complete the captivation of the beholder.





#### THE JAPANESE TEA PAVILION

This fine specimen of Oriental architecture is in the midst of an exquisite Japanese garden, next the Botanical Pavilion. Here Japanese girls, dressed in native costume, serve tea with rice cakes. It is a favorite spot with visitors for a few moments rest, and for a draught of delicious tea.





#### VARIED INDUSTRIES BUILDING

The Varied Industries Building faces El Prado, with its end facade resting upon Calle Cristobal, and adjoining Food Products Building. Together the two buildings form a comprehensive and attractive architectural combination.





#### THE FOOD PALACE

This is one of the most popular palaces upon the Exposition grounds. Everyone wishes to know all about whatever is new to eat and drink, and it is here that new edibles, as well as the old, can be seen and tasted.

29





### THE COMMERCE AND INDUSTRIES BUILDING

The first building to the left after leaving the Main Entrance and passing the footpath leading to the Cañon Espanol is the Commerce and Industries Building. It is one of the largest exhibit palaces upon the grounds.

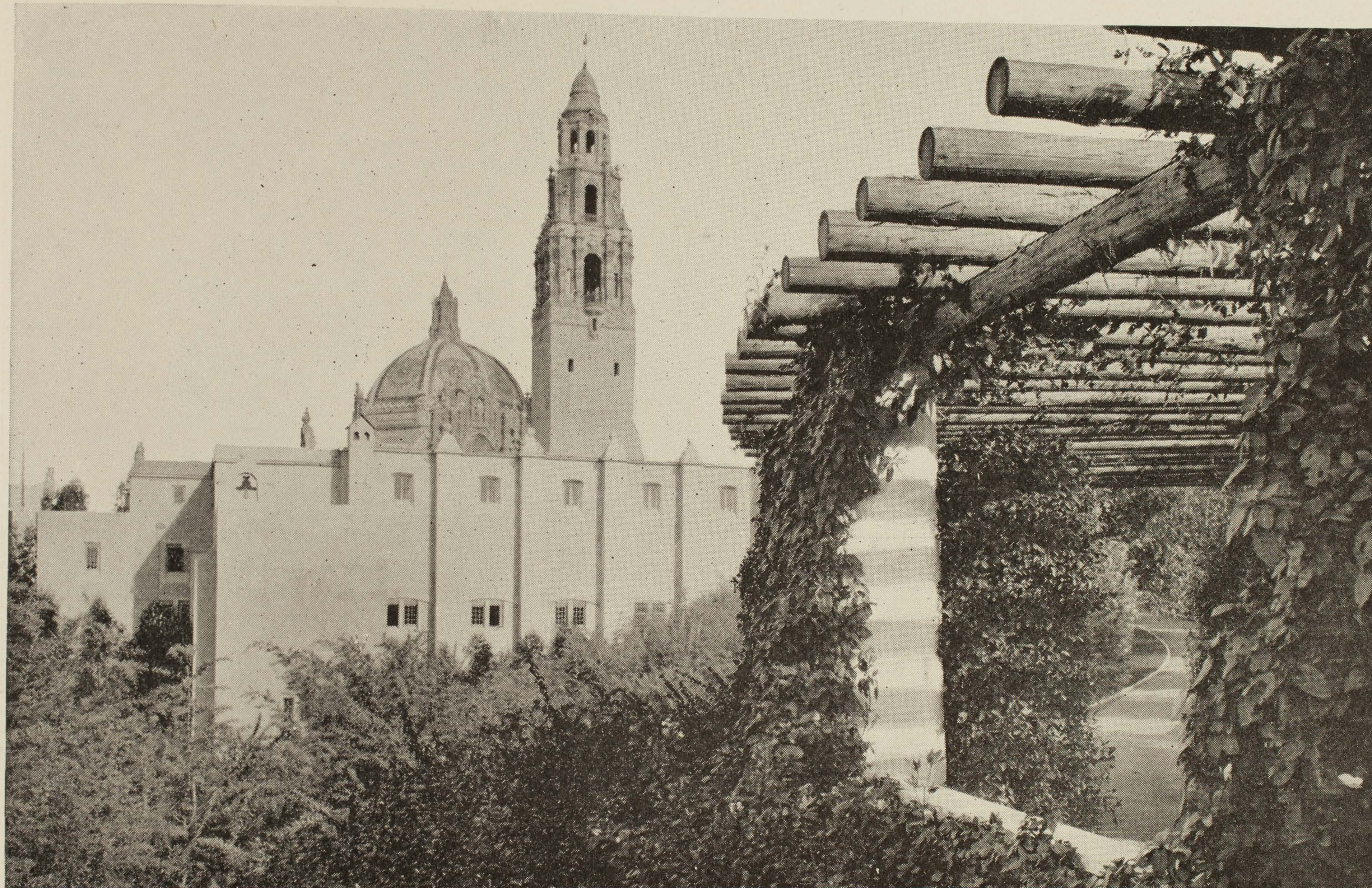




A BEAUTY SPOT AT THE "EXPOSITION BEAUTIFUL"

This vista beyond a vista is but one of the beautiful scenic gems which are everywhere about the "Exposition Beautiful."

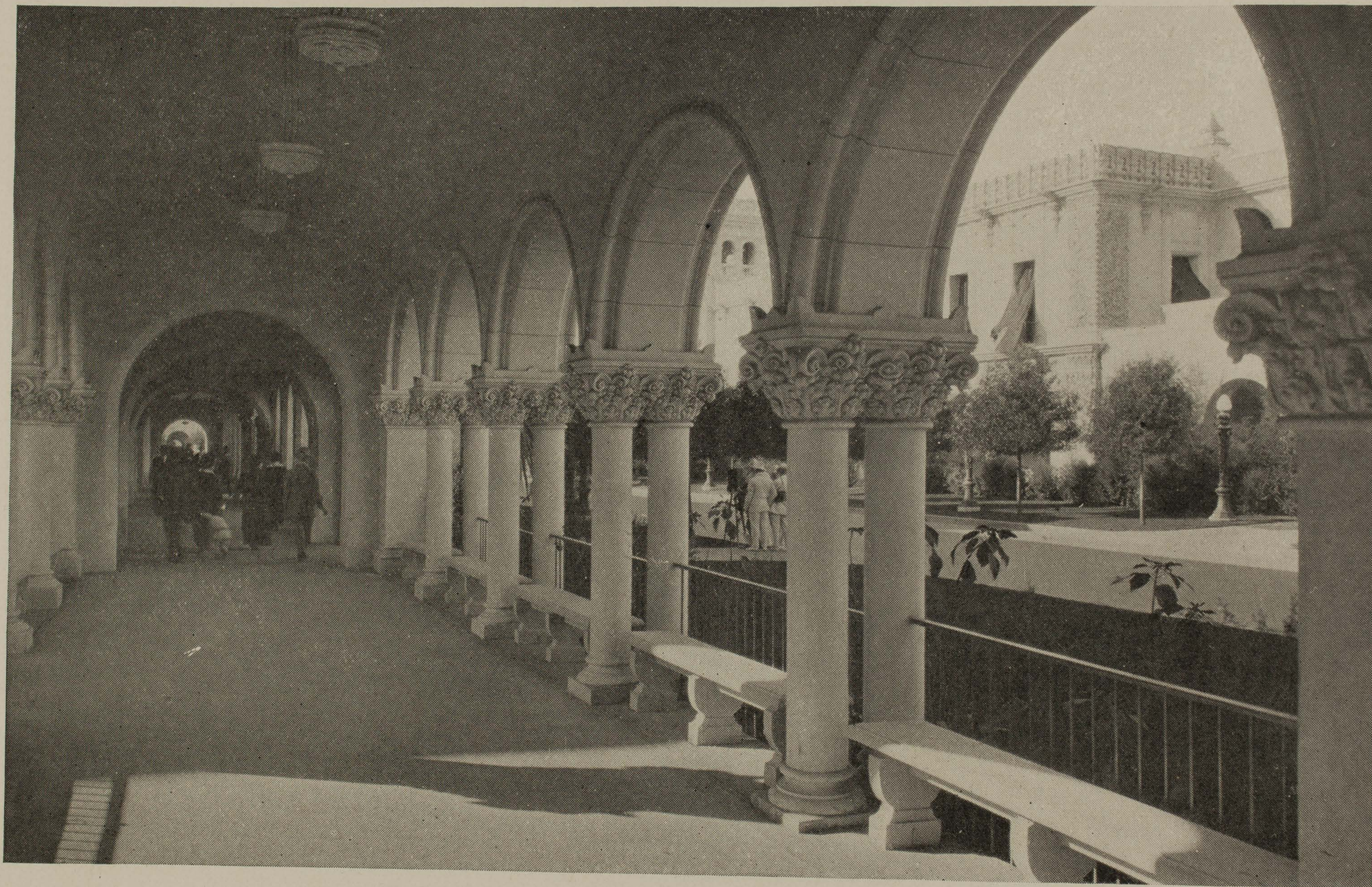




#### LOOKING INTO THE JUNGLE FROM A PARK PERGOLA

The jungle is a canyon of luxuriant growth suggestive of the name it bears yet of great attractiveness and beauty, natural, yet showing the benefit of cultivated taste in aiding Nature.





**PILLARED COURT BETWEEN FOREIGN ARTS AND COMMERCE AND INDUSTRY BUILDINGS**

This is one of the most attractive sections of the Courts surrounding and connecting the Great Exhibit Palaces. All the arches of the Courts form settings for fine vistas and picture pieces.





#### NIGHT ILLUMINATION OF COURTS

This view shows the method of illumination throughout the Courts which enclose all the Exposition buildings. The light reflected is soft and resplendent, adding beauty to the green foliage and to the brilliant poinsettias.





### EL PRADO AT CALLE CRISTOBAL

The perfection in details in the building of the Exposition is shown in this view, where without picturing any great building, the harmony of the whole scene is beautifully shown.





### THE SOUTHERN CALIFORNIA COUNTIES BUILDING

The exhibits here displayed are adding renown to the Southern Counties of the State. Within are magnificent displays of fruit, vegetables and cereals. Without are eleven and one-half acres devoted to orange and lemon culture. Approximately \$175,000 has been expended for these exhibits by the Southern Counties: Ventura, Riverside, Orange, Los Angeles, San Bernardino, Imperial and San Diego.

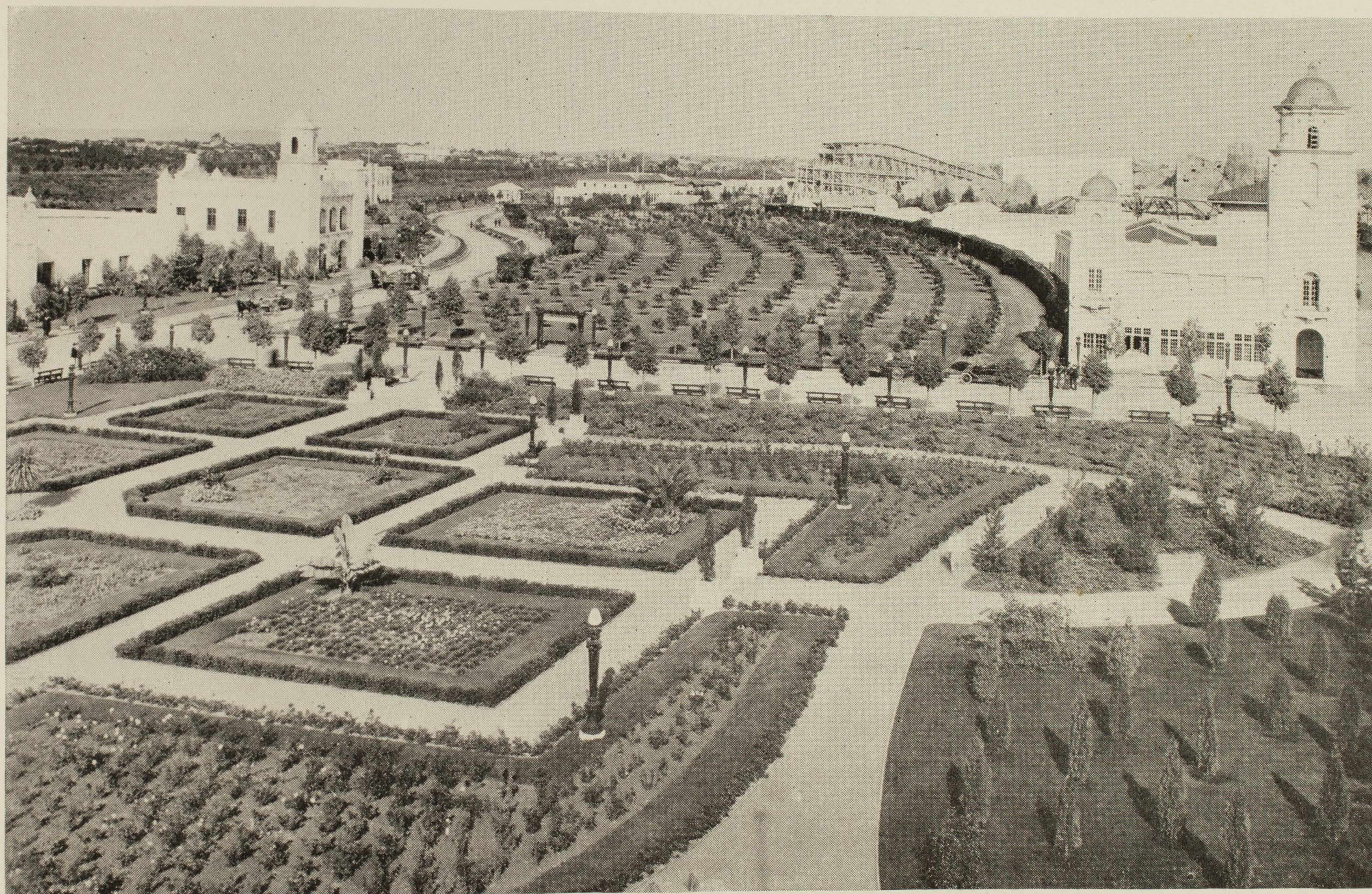




**COURT AND ARCHES—SOUTHERN CALIFORNIA COUNTIES BUILDING**

Lavish expenditure has been made by the Southern California Counties Commissioners to fittingly represent the architecture of the early settlers. This Court is a successful and pleasing adaptation of the Mission architecture.

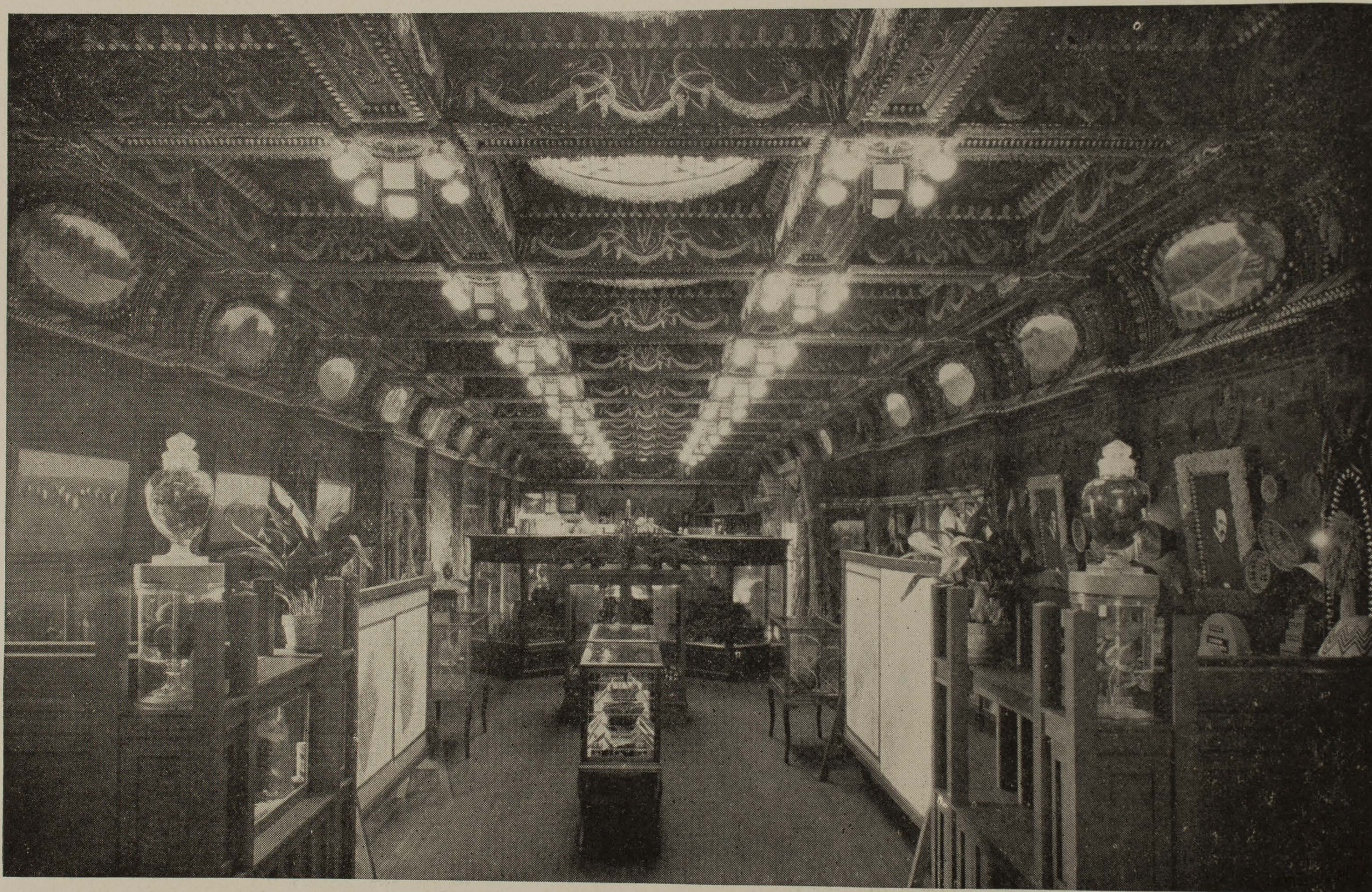




### FORMAL GARDENS AND YOUNG ORANGE RANCH

These are portions of the exhibits of the Southern California Counties, and the panoramic view shown was taken from the roof of the building housing indoor exhibits from these Counties.





#### AN INTERIOR VIEW OF SAN JOAQUIN VALLEY BUILDING

The illustration is but a suggestion of the novel and exceedingly beautiful interior. The decorations are all from grains and other field products. Even the portraits of President Davidson and Director-General Davis, strikingly life-like as they are, were done with fine grains. The whole was executed by the famous artist, Mrs. M. J. Wessels.





### SAN JOAQUIN VALLEY BUILDING

This building while adhering to simple colonial Mission lines has one of the most pleasing exteriors ever seen among Exposition buildings. Within a scientific method explains in most simple and convincing manner the opportunities afforded in the Counties of this wonderful Valley.





### THE KERN AND TULARE COUNTIES BUILDING

This fine building faces the Plaza de Panama, and is filled with a beautiful and varied exhibition of fruits, vegetables, small grains and other productions from these famous Counties.





### THE ALAMEDA AND SANTA CLARA COUNTIES BUILDING

This model exhibit building stands at the right of the Great Organ, as one passes to the Avenue of States, leaving the Plaza de Panama. It houses fine specimens of the products of these two important Counties.





#### THE JAPAN SECTION IN THE FOREIGN ARTS BUILDING

Fine lines of carved furniture, ivories, precious stones, silken fabrics, jewelry and paintings and other classes of art and artistic wares fill a very extensive section of this Exhibit Palace. The fine exhibit evidences the great enterprise of the Japanese people.



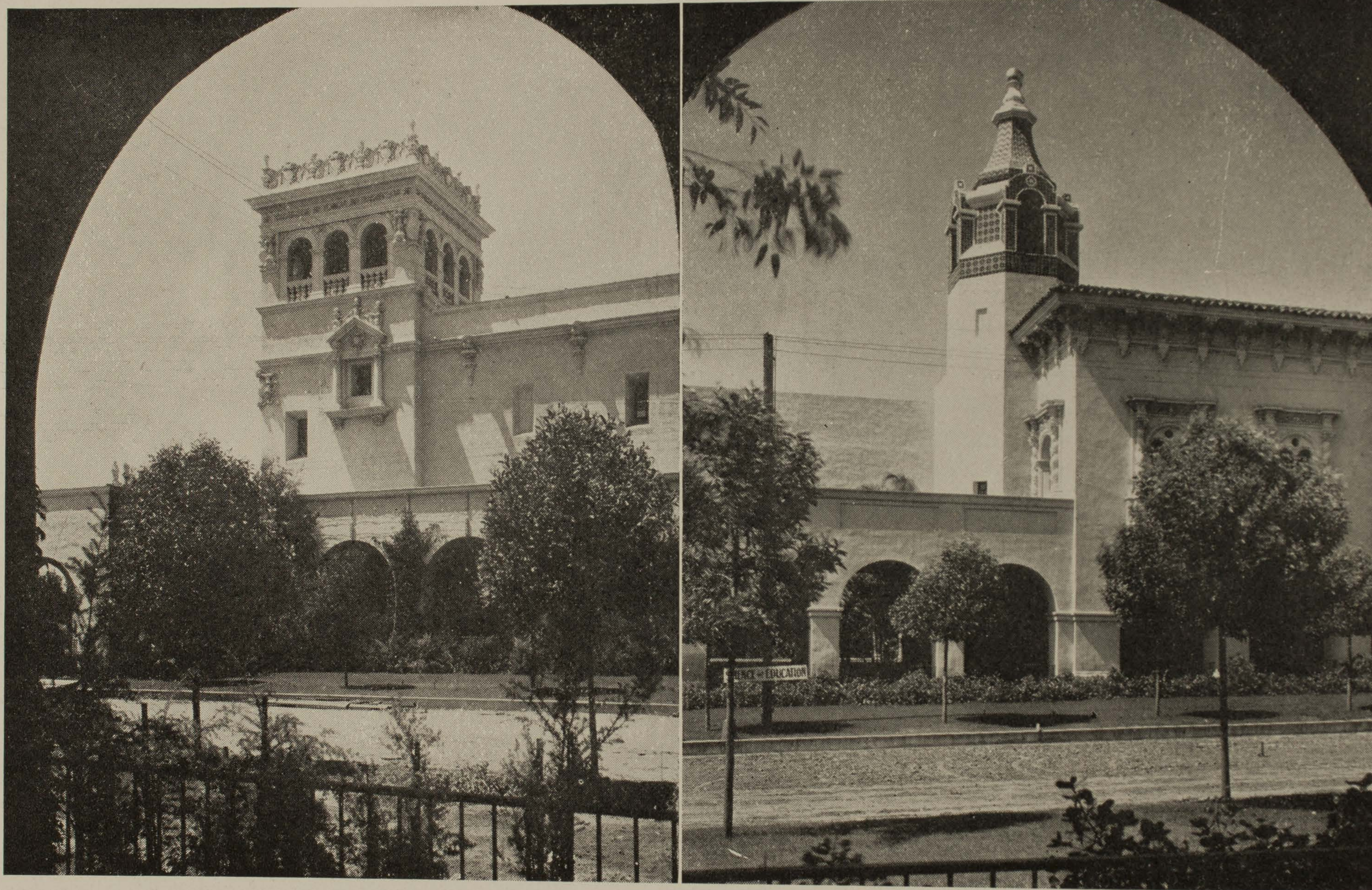


#### VISTA LOOKING TOWARDS INDIAN ARTS BUILDING

Among the most pleasing surprises to visitors from either the far East, the Middle West or Pacific Coast, upon the auspicious New Year's eve when the Exposition opened, and during the following first days, were the vistas of lawn and foliage and full-leaved trees. The banks of green against the beautiful white Exhibit Palaces charmed every beholder. As time has passed these beautiful features have been enhanced.

Photograph copyright, 1914, Panama California Exposition Co.





# PANAMA-CALIFORNIA EXPOSITION ARCHITECTURAL FEATURES

1. Towered corner of Foreign Arts Building. 2. Towered corner of Science and Education Palace. Using the principles upon which the early builders of the Missions of California builded, the designer of this Exposition has created new examples of architecture, appropriate to the traditions of the country in which the Exposition is held.

Photograph copyright, 1914, Panama California Exposition Co,





### MISSION BELLS, INDIAN ARTS BUILDING

Two sets of bells, hung in Mission bell towers, adorn the Indian Arts Building and add picturesqueness to its other attractive architectural features.

Photograph copyright, 1914, Panama California Exposition Co.





### THE WASHINGTON STATE BUILDING

Washington, Northwest-boundary State of magnificent resources, has this beautiful pavilion in which to display her productions. Besides her fruits of the soil, her wonderful forest and fisheries find representation.

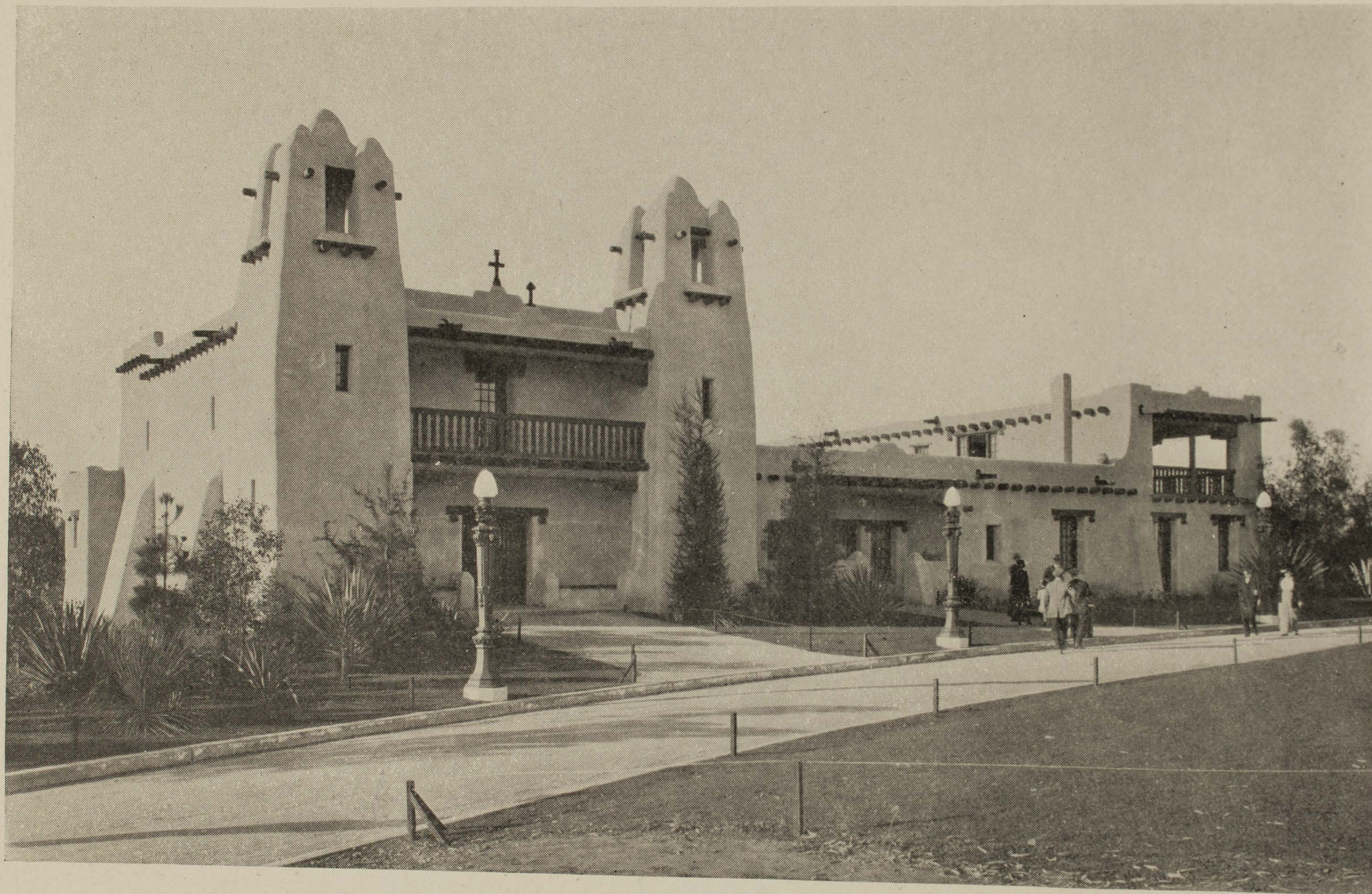




### THE MONTANA STATE BUILDING

Montana, not many years since, was reckoned a great grazing State. The exhibits of wheat, oats, flax, orchard and dairy products here displayed show that she has successfully entered the list of great agricultural States.





#### NEW MEXICO STATE BUILDING

This building is strikingly appropriate. It contains elaborate exhibits of great interest and beauty. Pottery is extensively shown. Blankets of characteristic design and a great variety of metal wares interest visitors. Agriculture also has important representation.





#### UTAH STATE BUILDING

The great State of Utah builded this beautiful pavilion upon the Avenue of States. Among prominent exhibits are beet sugar products, arid land and irrigation products, and dairy products. Lands open for entry are shown and described.

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#### THE NEVADA STATE BUILDING

This fine State building is upon the Alameda between the Lipton Tea Gardens and the Exhibit Building of the Standard Oil Company. With the Model Ranch and the International Harvester Building they compose a group well worth time and study.





#### THE SALT LAKE ROUTE AND UNION PACIFIC BUILDING

This building was erected to be a bureau of information upon the Exposition Grounds for travelers and tourists, and especially to give information regarding the Yellowstone Park. It is the only railroad information palace on the grounds. There is a rest room for women, and a welcome to all tourists requiring information is extended.





#### PORTION OF THE MODEL FARM

One of the most useful exhibits at the Exposition and one of the most interesting to visitors is the Model Intensive Farm upon the Alameda. It is planted with a variety of deciduous fruit trees, nuts, berries and small fruits and vegetables. The bungalow is a model structure showing within the latest inventions useful in household work. There is also a keeper's house and a garage. The three buildings cost \$6,000.

Photograph copyright, 1914, Panama California Exposition Co.





#### THE LIPTON TEA EXHIBIT PAVILION AND TEA GARDENS

The tea plants growing here were brought from the estates of Sir Thomas Lipton, near Colombo, in Ceylon, and is an experimental venture to add to the agricultural products of the State of California. The tea garden is of great interest to visitors.





#### THE STANDARD OIL COMPANY'S EXHIBIT BUILDING

Among the various products and by-products of oil shown in this interesting building, those showing automobile parts running as in automobiles in operation and "churning" the fluid attract most attention.

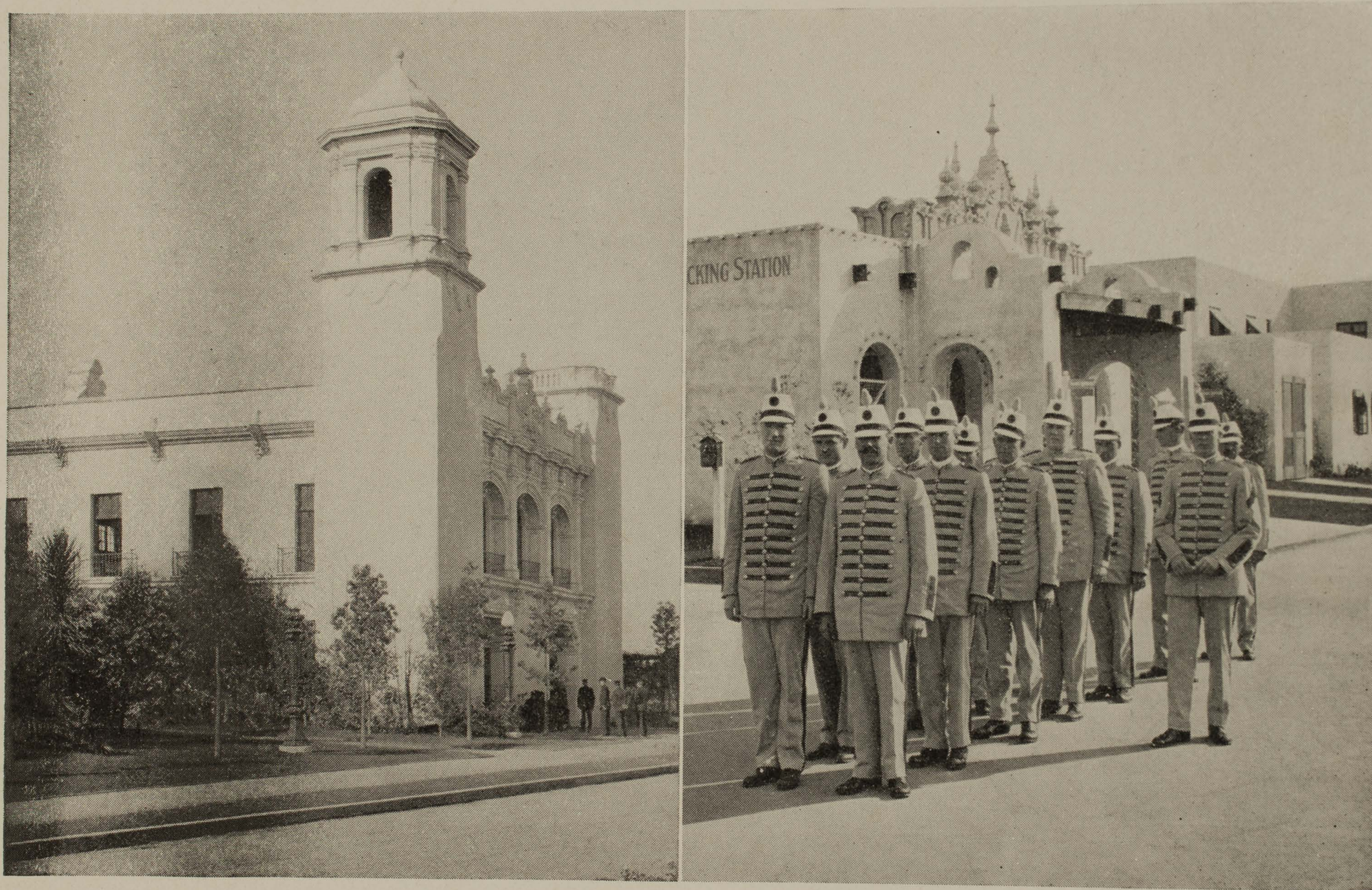




#### THE INTERNATIONAL HARVESTER COMPANY'S BUILDING

To all interested in the advancement of agriculture the practical demonstrations and exhibits by this great company must heartily commend themselves. The great number of improved implements and machines speak volumes for the future of this calling throughout our country.





#### HEADQUARTERS OF THE FIRE DEPARTMENT—SQUAD OF FAIR GUARDS

The fire apparatus and the entire department at the Exposition form a strictly modern exhibit. The Guards, in their bright light colored blue Spanish uniforms, with yellow and black bars, form an exceedingly ornamental as well as useful branch of the Exposition efficiency organization.





### TYPES AT THE EXPOSITION

1. The official feeder of the gold fishes. By the music produced by striking a triangle the fish are called and soon the surface of Laguna de las Flores is rippled by golden fins. 2. La Señorita, type of the lady venders of Exposition wares. 3. Official vender of guides and programs, in Spanish costume.





### PROMINENT RESTAURANTS AT THE EXPOSITION

The upper picture is Levy's Restaurant, the most pretentious upon the grounds. The lower picture is of the Alhambra Cafeteria, at the South entrance to the Isthmus. Both are large places with extensive facilities.





### SOUTHERN ENTRANCE TO THE ISTHMUS

Stretching for nearly a mile from the Calle Colon, just beyond the Southern California Counties Building, is the Isthmus, the Street of Amusements. Many of the "attractions" are entirely new at Expositions and all are meritorious. There are two-score-and-ten buildings devoted to fun, frolic and entertainment.





**ANFALULA LAND—L. A. THOMPSON'S RACING COASTER**

This is of all the sports upon the Isthmus the most popular. It is unique, with new sensational dips, new ups and downs, and full of delightful thrills and surprises for the riders.

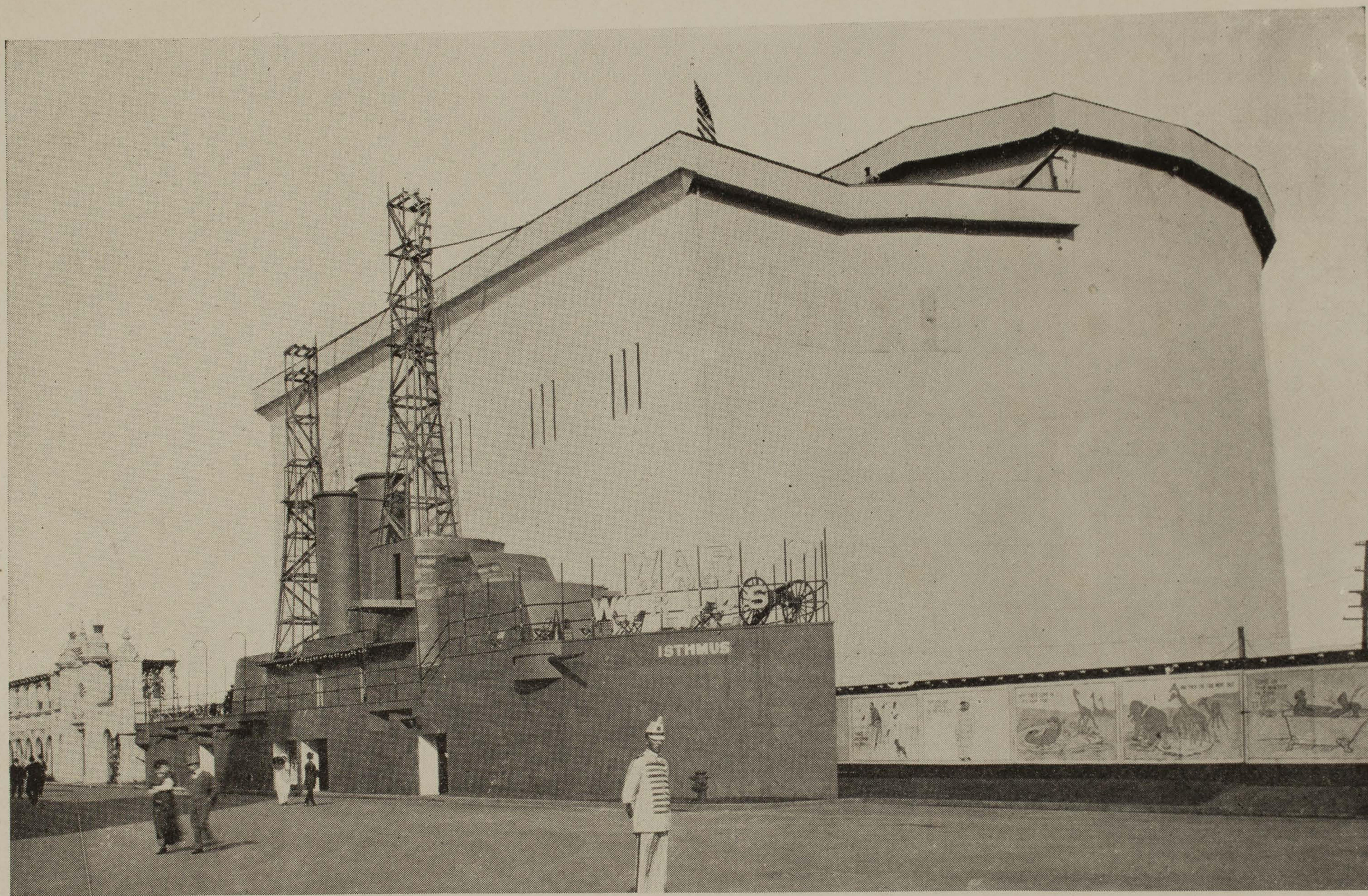




#### NIGHT ILLUMINATION UPON THE ISTHMUS

The illumination shown above is a portion of the Isthmus as it is lighted in the evening. A great amount of capital has been here invested in the large number of "attractions" for afternoon and evening amusement and instruction of visitors.





#### THE WAR OF THE WORLDS

This great building, the first attraction upon the right, entering the Isthmus, houses a great production. It is electrical—mechanical—scenic. It is full of surprises—dreadnaught battling, guns flashing, Zeppelins flying—  
aeronautic battles, and various elemental storm accompaniments.





### THE PANAMA CANAL EXTRAVAGANZA

This is a grand reproduction of the Isthmus of Panama, embracing the Canal Zone and depicting the canal itself in actual operation with boats moving from ocean to ocean through the locks, railway trains and electric towing engines in operation. The famous Culebra cut, Gatun dam and spillway, harbor fortifications, range lights, historic cities and towns and many electric novelties are shown.





#### CALIFORNIA AND THE MISSIONS

Within this Mission Building are representations of the early Missions of California, most instructive and pleasing. Each day a noted lecturer describes these Missions and the life of the people in Mission days in a refined lecture called the "Birth of California."





### THE PAINTED DESERT

This interesting and extensive exhibition is conducted by the Santa Fe Railroad. More than 100 Indians are upon the grounds: Apaches, Lupis, Navahoes, Pueblos and Hopis, all following various industries. Sheep, goats, cattle, burros and ponies form a part of the aggregation.





#### THE PANAMA FILM COMPANY—HOW MOVIES ARE MADE

The "movies" have caused to spring to life great lines of industry and activity not conceived of a few years ago. Something of these may here be seen. The building is a prominent feature midway down the Isthmus.





### THE ORIENTAL JOY GARDEN

The Oriental Joy Garden contains, besides bazars, many of the games and amusement devices for which people are prone to look for pastime and recreation.





### CHINATOWN

This is not a fair representation of the Chinese people in America. It is an interesting representation by wax figures, of habits and practices once in vogue in a well known Coast city. While "a good show for the money," one's natural thought is that of thankfulness that what it represents has largely passed away.





### THE DEEP SEA DIVERS

Among the exhibitions given here of work under the sea is that of the rescue of bodies and valuables, by Capt. Frank Schwab. A battle for life with a devil fish is an exciting incident of under-the-sea adventure witnessed.





#### THE DEEP SEA AQUARIUM

This building is devoted to an exhibition of various salt-water fishes, shell-fish and other species of marine and vegetable life of the waters of the extensive Coast line of California. The collection is well worthy study and inspection.

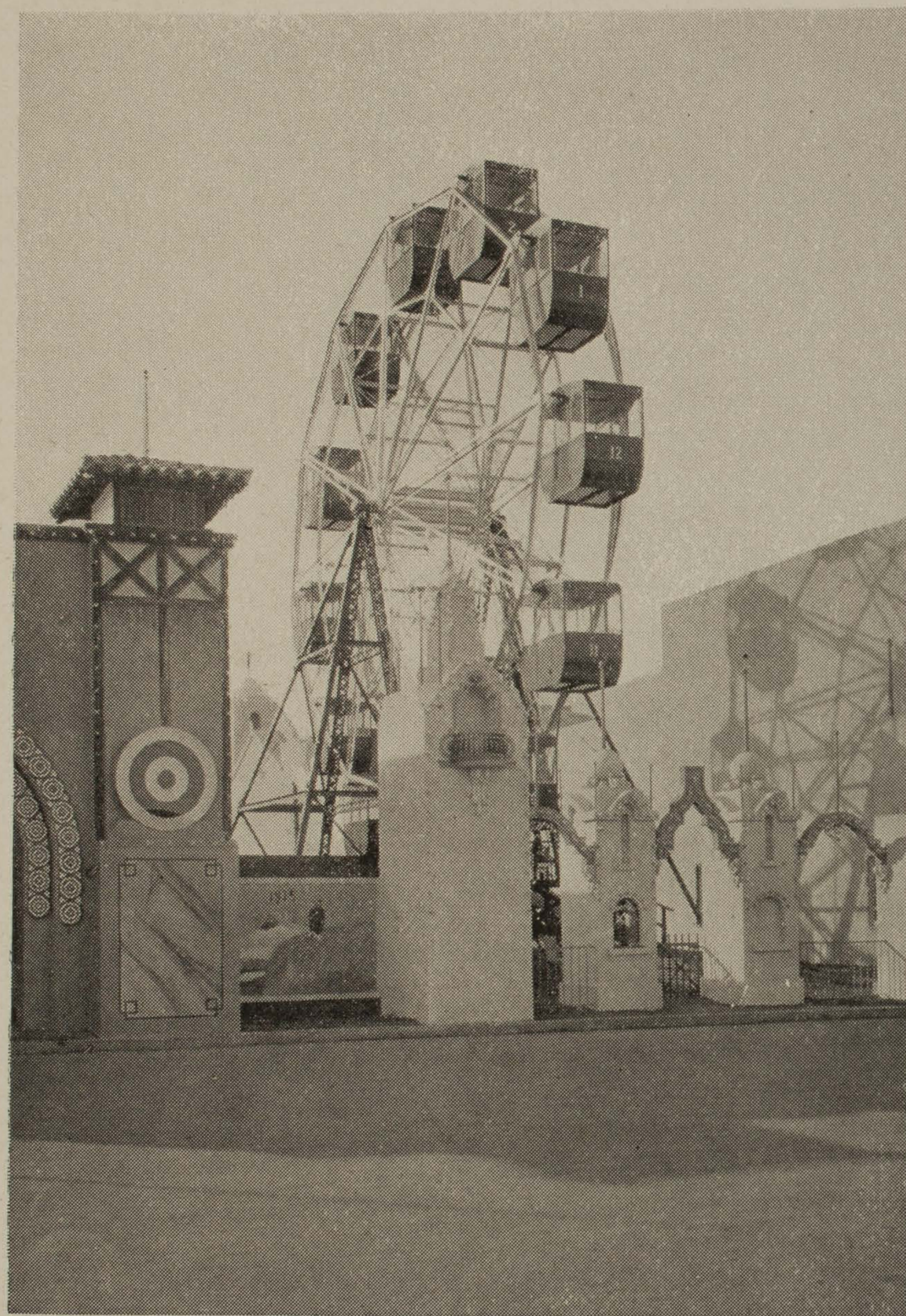




### HAWAII, OLD AND NEW

The most attractive features here are the Hula-Hula Dances and the singing by the Hawaiian natives. Whether these be new or familiar to the visitor they are charmingly interesting.





#### ATTRACTIONS UPON THE ISTHMUS

1. The Ferris Wheel, always an enticing attraction, giving wide views of the surrounding scenery. 2. The Ostrich Farm, with a large number of "birds" and with an alluring and endless variety of feathers to tempt purchasers. 3. The Gem Mine, both in external appearance and interior novelties, is very attractive to visitors.





# **THE CIRCLING WAVE—LIGHTHOUSE AT ENTRANCE TO ISTHMUS EXTRAVAGANZA**

The Circling Wave is one of the novel "ride" attractions upon the Isthmus, near the Painted Desert Village, at the north end of the Isthmus. The Lighthouse is a real beacon showing visitors to the entrance of the Isthmus Extravaganza.





#### FEATURES UPON THE ISTHMUS

1. The Temple of Mirth. 2. The Toadstool. 3. The Yelps. 4. Kelly's. All four are places for mirthfulness and jollity. 5. The Imperial Art Gallery, having a number of fine paintings, interesting to lovers of the beautiful.





### THE U. S. S. SAN DIEGO

The noted cruiser, dear to the hearts of San Diegans, rode majestically in the harbor during the opening ceremonies of the Great "San Diego Exposition." Her officers and men assisted in making successful the auspicious opening.



## SAN DIEGO, THE EXPOSITION CITY

"In the extreme southwestern corner of the United States is a spot far-famed for its wealth, beauty and climate, a realm in which Nature has displayed her handiwork in a pleasing and most lavish manner. Here, under the warm sun and azure skies, caressed by the deep blue waters of the placid Pacific, one finds San Diego County, San Diego City, and, like a huge sapphire, sparkling in the golden light, the 'Harbor of the Sun.'"

### What the City offers to Tourists and Capitalists

The first port of call in the United States north of the Panama Canal.

The most nearly perfect climate in the United States.

A land-locked harbor of twenty-two square miles.

A \$1,000,000 municipal dock.

The Santa Fe, with a new great station; the San Diego and Arizona Railway, building; the Rock Island building toward San Diego; the Salt Lake making extension to San Diego.

The tributary States of Arizona, New Mexico, Nevada and Utah.

Ten steamship lines.

A local, State, Interstate and foreign market.

Hotel del Coronado and other great Summer and Winter resorts.

All manner of land and water sports.

Two thousand acres of park lands.

Unexcelled educational opportunities.

The best manufacturing opportunities.

Cheap and reliable electric power service.

Gas at \$1 per 1,000 feet.

Over 500,000 fertile acres awaiting development.

Economical freight rates.

A population of 100,000, with a 200 per cent increase in last four years.

Two hundred factories, with 2,500 employees.

Factory sites; lands owned by city.

Chamber of Commerce Committee to advise with incoming concerns.

A commission form of government.

A total estimated value on real estate and personal property of \$160,336,965.

A fire department of the highest type.

A city-owned water system.

Rainfall averaging annually 10.01 inches; in the country, 30 inches.

Almost entire freedom from contagious diseases.

A Carnegie Library.

Every religious denomination.

Beautiful beach resorts.

All fraternal orders.

A splendid street railway system.

San Diego de Alcalá, the first of the old Spanish Missions.

Magnificent roads for touring.

Y. M. C. A. Building.

The \$1,000,000 Spreckels Theater.

The Army and Navy and Curtiss Aviation Schools on North Island.

Water to irrigate every acre of valley land.

Railroad terminal, marine outlet, and nearest banking center to the Imperial Valley of California and the Salt River Valley of Arizona.

Distributing point and controlling factor in the development of Lower California.





LOOKING ACROSS THE BUSINESS CENTER OF SAN DIEGO TOWARDS THE HARBOR

This little view gives an idea of the center of the City, it being a portion of the down-town section where many new buildings have recently been erected.





#### NEW SANTA FE RAILROAD STATION AT SAN DIEGO

One of the most beautiful and conspicuous new buildings in the City and the one that will first meet the eye of the visitor is the new Santa Fe Station, at the foot of Broadway. The structure is in the old Mission style and, of its type, one of the most artistically complete ever built. The entire building is 650 feet long and cost \$250,000.





### THE U. S. GRANT HOTEL

The U. S. Grant Hotel is centrally situated, is an up-to-date hotel, having cost with furnishings about \$2,000,000. It is the center for business men and the social center for women's functions. It is at the head of the list of fine hotels in the City.





#### THE POSTOFFICE AND CUSTOM HOUSE

The Federal Building in San Diego was given something of the Mission style of architecture, which at this period is so much in vogue in Central and Southern California. It is a commodious, substantial structure.





**BEAUTIFUL HOMES OF SAN DIEGO—THE MARSTON RESIDENCE**

San Diego, and the country about the City, are noted for palatial homes and extensive and beautiful grounds surrounding them. The picture is of the home of one of the City's prominent merchants.





### THE GRANT RESIDENCE

Residence of U. S. Grant Jr., showing two varieties of beautiful palms—*Phoenix Canariensis* on the left, and *Washington Filifera* on the right—species of the graceful trees adorning the residence sections of the City. Of much greater interest to tourists is the fact that this is the home of the son of the great General of the same name.





#### THE SCRIPPS HOME AT LA JOLLA

La Jolla (pronounced lah-hoy-ah) is located along the bluffs overlooking the ocean about sixteen miles from Fifth and Broadway. It is a fascinating spot and well worth a visit of a day, a month or a year. The beautiful home shown is that of Miss Ella Scripps, who has made possible the Biological Laboratory and the Bishop's School for girls.





### THE COUNTY COURTHOUSE AND HALL OF RECORDS

These public buildings occupy a city square, with the Courthouse fronting upon Broadway. They serve as landmarks to visitors, soon becoming familiar objects after one enters the City.

85





### THE STATE NORMAL SCHOOL

The State Normal School occupies a commanding location in the northern part of the City. The value of the grounds and building is \$313,620. The annual enrollment is 500. In a State noted for its educational facilities, San Diego stands well at the head of the list among the cities of the Commonwealth.





### THE SAN DIEGO CHAMBER OF COMMERCE

All visitors to San Diego are invited to call at the Chamber of Commerce, Second and Broadway, and sign their names in one of the largest books ever made, which weighs 300 pounds and holds over 240,000 names. Lectures, displays and moving pictures are provided for entertainment. The Chamber affords correct information concerning the city and surrounding territory necessary for new citizens and visitors.





### THE UNION BUILDING, ON BROADWAY

This is one of the prominent office buildings in the business section of the City. Owners of Broadway property are planning to give the street, from the water front to Fifth and Broadway, buildings of one height uniform with the Union Building, thus preserving the architectural beauty of this, the main thoroughfare.





#### THE SAN DIEGO MISSION

In 1769 the first Mission of California was established at San Diego. Here was planted the first palm, first olive, first fig and first vine. Some of the olives and palms are still standing. The ruins of the Mission are of great interest. This structure is soon to be restored by patriotic citizens.

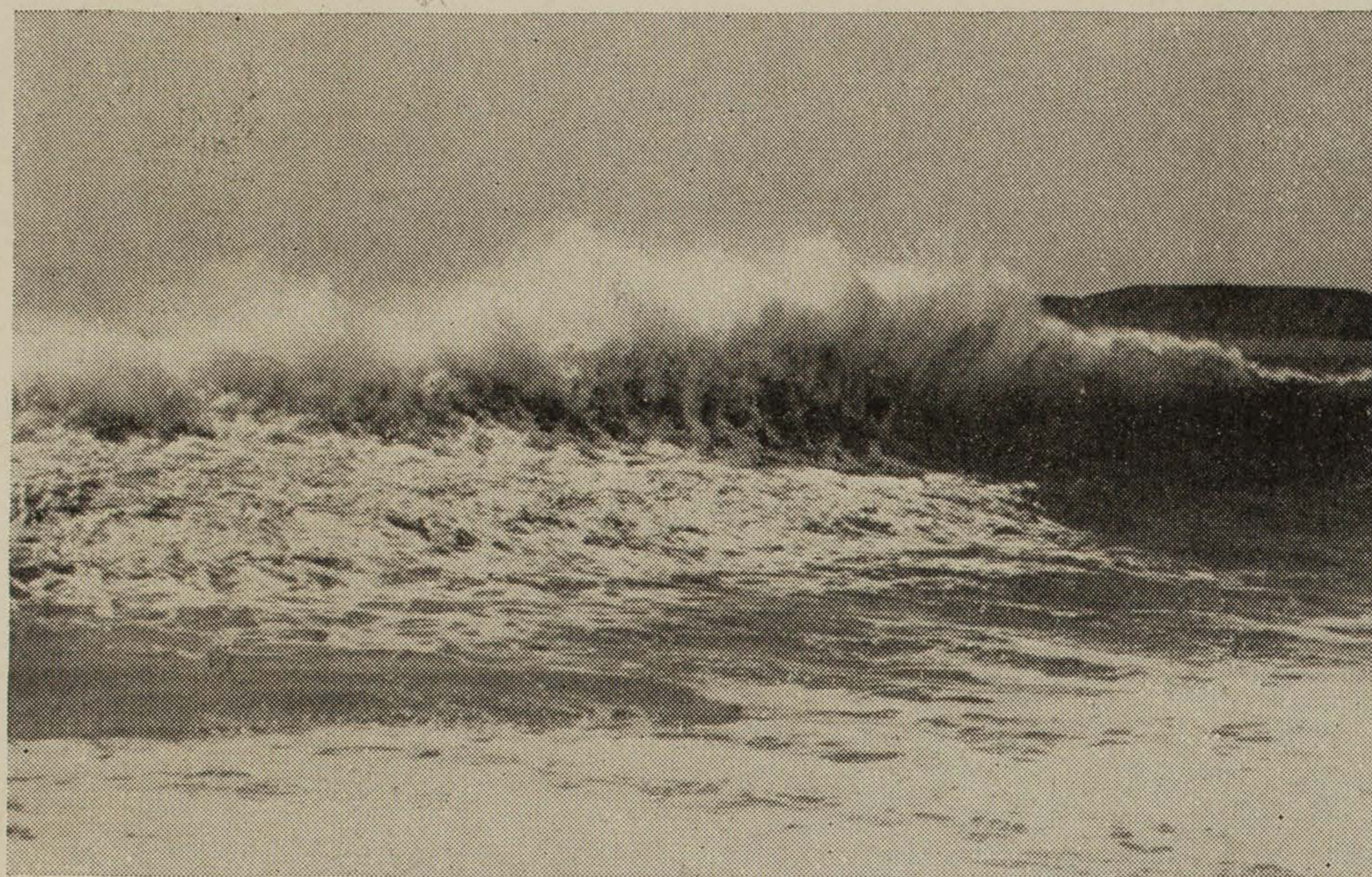




### RAMONA'S MARRIAGE PLACE, AND THE OLD MISSION BELLS

At Old Town, an historic part of San Diego, where Father Junipero Serra first planted the cross, is Ramona's Marriage Place. In 1884 Mrs. Helen Hunt Jackson gathered in Southern California the material around which she wove a story so sweet and beautiful, so throbbing with love and life and sympathy, that it sent a thrill around the reading world. She named the story "Ramona."





#### SCENES AT CORONADO BEACH

1. Surf at the beach. 2. Point Loma, by moonlight, seen from Coronado Beach. 3. Home of John D. Spreckels, beautifully situated at Coronado Beach. 4. Tent City, unique fashionable Coronado resort, located upon a peninsula between harbor and ocean.





### HOTEL DEL CORONADO, CORONADO BEACH

This famous hotel is a short ride by ferry and car from San Diego. Its beautiful situation, between harbor and ocean, affording grand views upon every side, is one of its chief attractions. Added to most luxurious appointments for guests are all classes of fashionable sports and pastimes.





#### INTERNATIONAL THEOSOPHICAL HEADQUARTERS, POINT LOMA

Theosophists, under leadership of Katherine Tingley, own several hundreds of acres, upon which they have erected a number of buildings of unique and attractive architectural design. One of the purposes is to build up at Point Loma an ideal educational center for theosophical teachings.





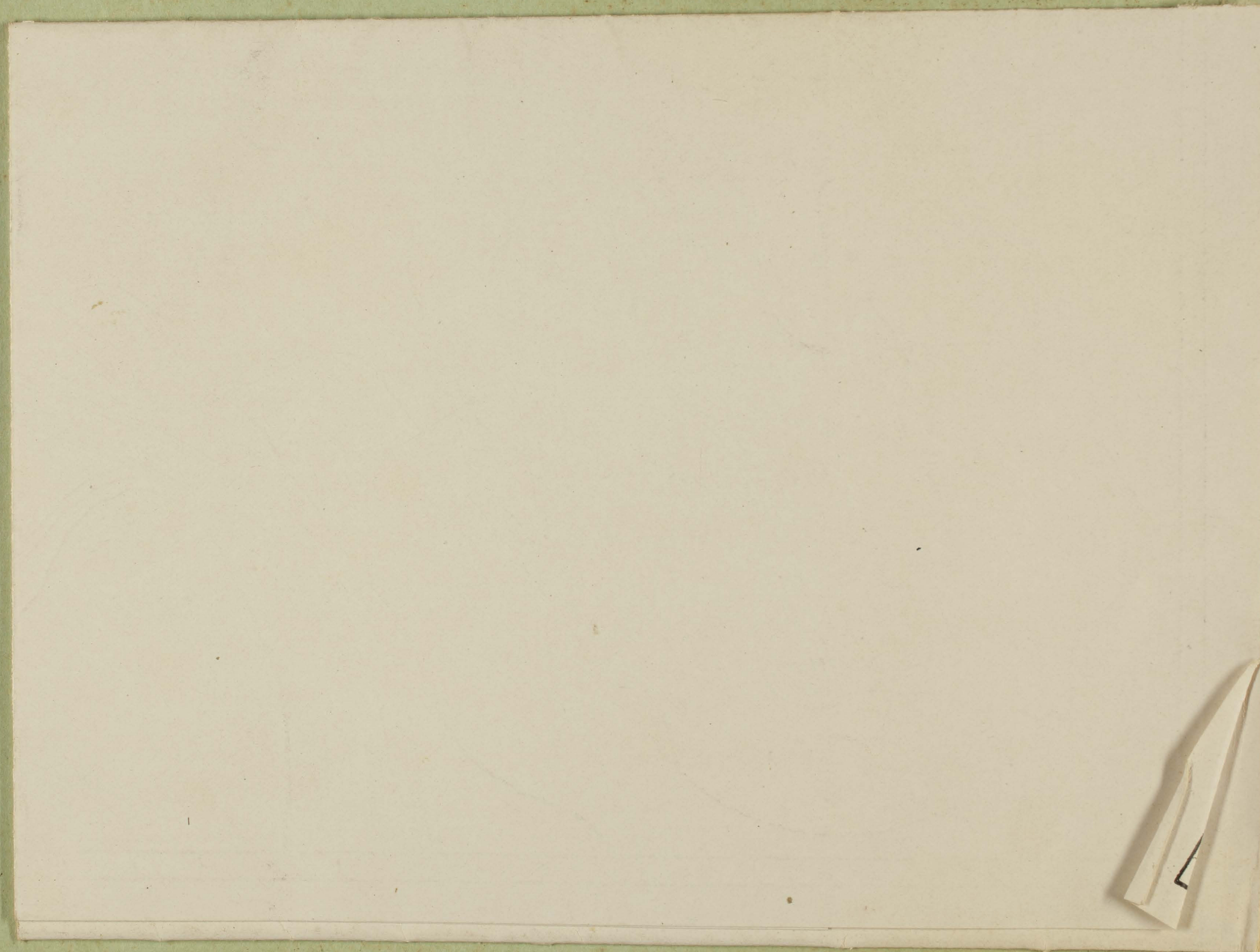
#### THE CAVES AT LA JOLLA

No one should leave San Diego without seeing the caves, the bathing beach, Alligator Head, the witches' cauldron and the view of mountains, valleys, plains and sea at La Jolla. Thousands of tourists annually visit this beautiful suburb.











# GROUND PLAN MAP SAN DIEGO EXPOSITION

EVERY BUILDING, AVENUE AND PLAZA  
NAMED AND INDEXED

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## INDEX TO GROUND PLAN MAP

### EXHIBIT, STATE AND COUNTY BUILDINGS

Administration .....H-4  
Botany .....H and G-8  
California Building.....H-4-5  
Commerce and Industries.....J-8  
Fine Arts Building.....J-5  
Food Products.....H-8-9  
Foreign Arts.....J-7  
Home Economy.....H-7  
Indian Arts Building.....J-6  
Organ Pavilion.....K-6-7  
Science of Man.....H-6  
Varied Industries.....H-8  
Kansas .....K-5  
Montana .....L-4  
Nevada .....E-8  
New Mexico .....L-3  
Utah .....L-5  
Washington .....K-4  
Alameda and Santa Clara Val-  
ley Building .....K-6  
Kern and Tulare Counties  
Building .....K-6  
Sacramento Counties.....H-6-7  
San Joaquin Valley Building  
.....J and K-7  
Southern Counties .....H-9-10  
International Harvester Co. ....E-8  
Standard Oil Co. ....E-8-9  
Tractor Exhibit.....C and D-8-9

### MISCELLANEOUS BUILDINGS

Japanese Tea Pavilion.....G-8  
Model Bungalow.....F-7  
Salt Lake and Union Pacific  
Ry. Building .....K-7  
Electric Railway Station,  
West Entrance.....H and J-11  
Electric Sub-Station.....H-10  
Alhambra Cafeteria.....G-10  
Ambulance .....H-10  
Fire Station.....G-9  
Guard Headquarters.....H-10  
Hospital .....K-9  
Service Building.....J-9  
Postoffice and Freight Station  
.....E-9  
Restaurant—Levy's .....G-8-9  
Telephone .....H-10

### FEATURES UPON THE ISTHMUS

Aerometer .....6-9  
California Missions.....D and E-10  
Carroussel .....E-9-10  
Chinatown .....D-10  
Circling Wave.....C-10  
Dairy Cafe .....C-10  
Dance Hall .....F-10  
Deep Sea Aquarium.....F-10  
Deep Sea Divers.....C-10  
Farmer Burns .....C-10  
Ferris Wheel .....D-9  
Gem Mine .....E-10  
Hawaii, Old and New.....E-10  
Imperial Art Gallery.....F-10  
Japanese Joy Garden.....E-10  
Kelly's Shooting Gallery.....E-10  
L. A. Thompson's Racing  
Coaster .....E-9-10  
News and Souvenir Stand.....J-10  
Ostrich Farm.....F-10  
Painted Desert.....B-8  
Panama Canal.....D-9  
Panama Film Co. ....D-10  
Skee Ball.....F-10  
Temple of Mirth.....E-10  
War of the Worlds.....G-10  
Toad Stool.....D-10

### AVENUES, PARKS, GARDENS, PLAZAS, ETC.

Alameda .....B, C, D, E, F, and G-9-9  
Automobile Park, North En-  
trance .....A-6-7-8-9  
Automobile Park, East En-  
trance .....J-10  
Botanical Gardens.....H-7-8  
Calle Ancon.....B-9  
Canon Cabrillo.....J to L-1-2-3  
Calle Colon.....G-9  
Calle Cristobal.....H-9  
El Prado.....H and J-5-6-7-8-9  
Esplanade .....J and K-6-7  
Exposition Nursery.....N-11  
Laguna Cabrillo.....J-1-2  
Laguna de las Flores.....H-8  
Lipton Tea Gardens.....E-8-9  
Los Jardines del Eucalyptus  
.....H-5  
Los Jardines de Montezuma  
.....J-5-6  
Model Citrus Grove.....G and F-9-10  
Model Farm.....F-7-8  
North Entrance.....A-9  
Open Air Theatre.....D-8-9  
Parade Ground.....M-3-4  
Parcels Checking.....G-10  
Plaza de Balboa.....H and J-10  
Plaza de California.....H and J-5  
Plaza de los Estados.....  
.....K and L-3-4-5-6  
Plaza de Panama.....H and J-6-7  
Pepper Grove.....L-9  
Puente Cabrillo.....H and J-2-3  
Tractor Demonstration Field  
.....O-7-8-9  
U. S. Marine Camp.....N-4  
West Entrance.....H and J-1

